LEO BURNETT U.S.A.
AD# 105-D1 REQ# M18614 "HERD OF THESE?" - PAGE 4/CBLD 8 3/4X11 1/2 NAT'L MAGS, 1990

HERD OF THESE?

Full rich flavor, not full price.

Available in Kings & Kings Lights.

Mfr. suggested retail price

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

Kings: 14 mg "tar," 1.1 mg nicotine – Kings Lights: 11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/ptxn0063

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